1 STROOD WATERFRONT

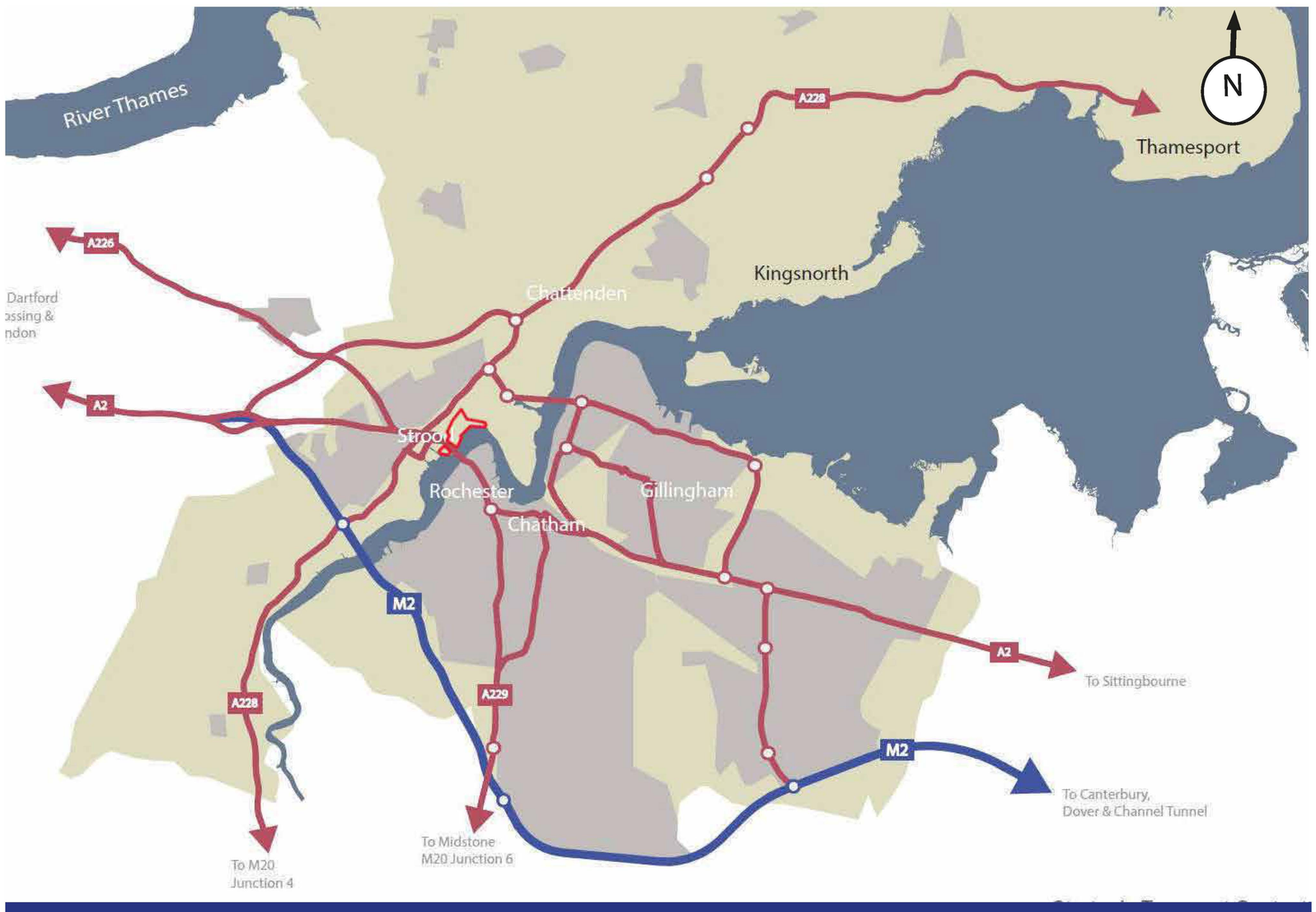
Have your say!

WHAT IS THE STROOD WATERFRONT DEVELOPMENT BRIEF?

The 2017 Strood Waterfront Development Brief will provide a planning framework to bridge the gap between the current Local Plan and the emerging Local Plan.

It is intended to:

- Provide a vision and guidance for the consideration of development proposals along the Strood Waterfront area.
- Attract investment to further regenerate the area.



Strood Waterfront - Strategic Location

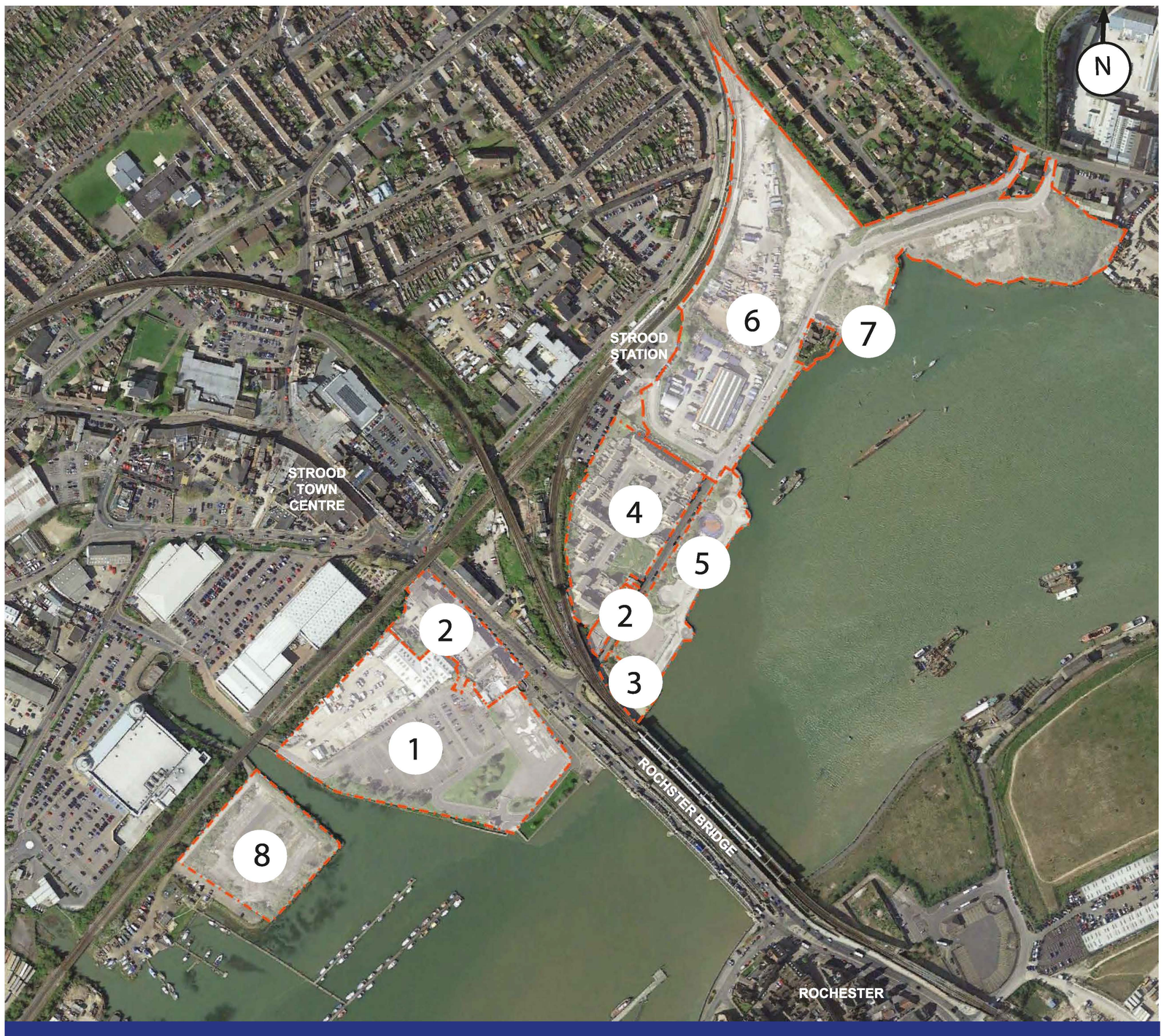
WHY IS THE STROOD WATERFRONT DEVELOPMENT BRIEF NEEDED?

The council, its partners and other stakeholders have come together to agree a vision for a new waterfront community with a range of homes to meet the needs of Medway's population - all set within new and improved public spaces that take advantage of these sites' superb setting.

The 2017 Development Brief will provide planning guidance to ensure a high quality development is achieved, responding to the needs of the area.

WHAT HAVE PEOPLE TOLD US ALREADY?

In February 2017 Medway consulted with residents, businesses and other stakeholders to identify local issues which have informed the design principles for Strood Waterfront.



The Waterfront Sites

KEY TO THE WATERFRONT SITE LOCATIONS

1 Former Civic Centre Site
2 Third-Party Land
3 Watermill Wharf
4 Kingswear Gardens
5 Watermill Gardens
6 Strood Riverside
7 Riverside Tavern
8 Land at Jane's Creek

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2 OUR VISION

Have your say!

OUR VISION

The vision for Strood Waterfront is:

- ***A residential-led development.***
- ***Supporting commercial uses including leisure and food/drink opportunities to enliven public spaces.***
- ***Redefining Strood as one of Medway's best residential locations, benefitting from excellent local shopping, transport facilities and a first class setting by the river.***

Strood Waterfront offers fine views of Rochester

THE OPPORTUNITY

Together these sites represent a connected sweep of Strood Waterfront, totalling over 11Ha of development potential and which can provide improved public realm and better links both along the riverside and to Strood; its Town Centre and railway station.

Four specific objectives of the Development Brief (2017):

- Delivery of the vision and ambitions for the regeneration of Strood as part of a wider urban development strategy.
- Update the 2003 Local Plan policy applicable to the sites due to the changes in national and strategic planning guidance.
- Facilitate and shape the redevelopment of Strood Waterfront to ensure its long-term physical, economic, social and environmental regeneration.
- Establish a coherent set of land use and design parameters to guide the future regeneration of the site. These guidelines will help attract investment to the area.

Opportunities Plan

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3 PLANNING AND DESIGN

Have your say!

MAKING A PLACE THAT REFLECTS ITS HERITAGE AND IMPORTANCE

Strood Waterfront represents a unique location within Medway where development proposals must balance visual impacts on valued assets including Rochester Castle and Cathedral with the opportunity for highly sustainable and transformatory development to create a new waterfront.

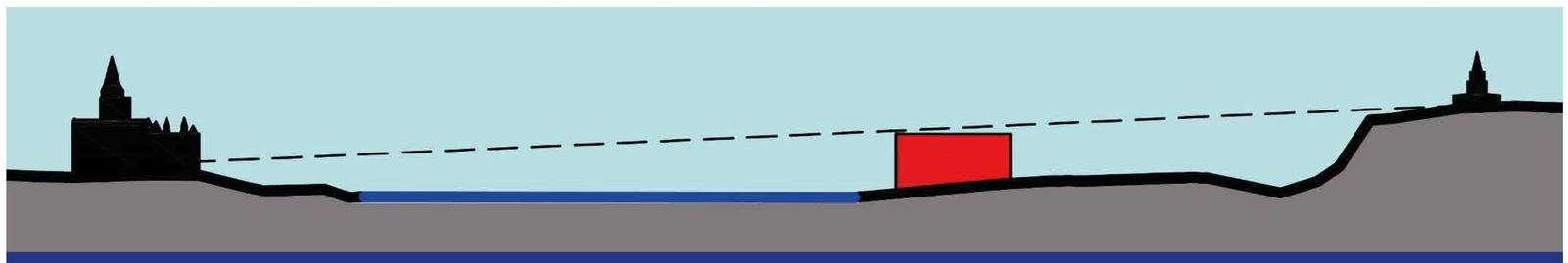
The scale of development should be reflective of the site's accessible location, whilst also responding to the openness of the River Medway and respecting important views and vistas.

TRANSFORMING STROOD WATERFRONT INTO A VIBRANT, ATTRACTIVE PLACE

Development at Strood Waterfront must be designed to realise the vision for these sites as a new, sustainable and healthy waterfront community and a place that contributes to the image and vitality of Strood.

The proposal will set the standard for future development:

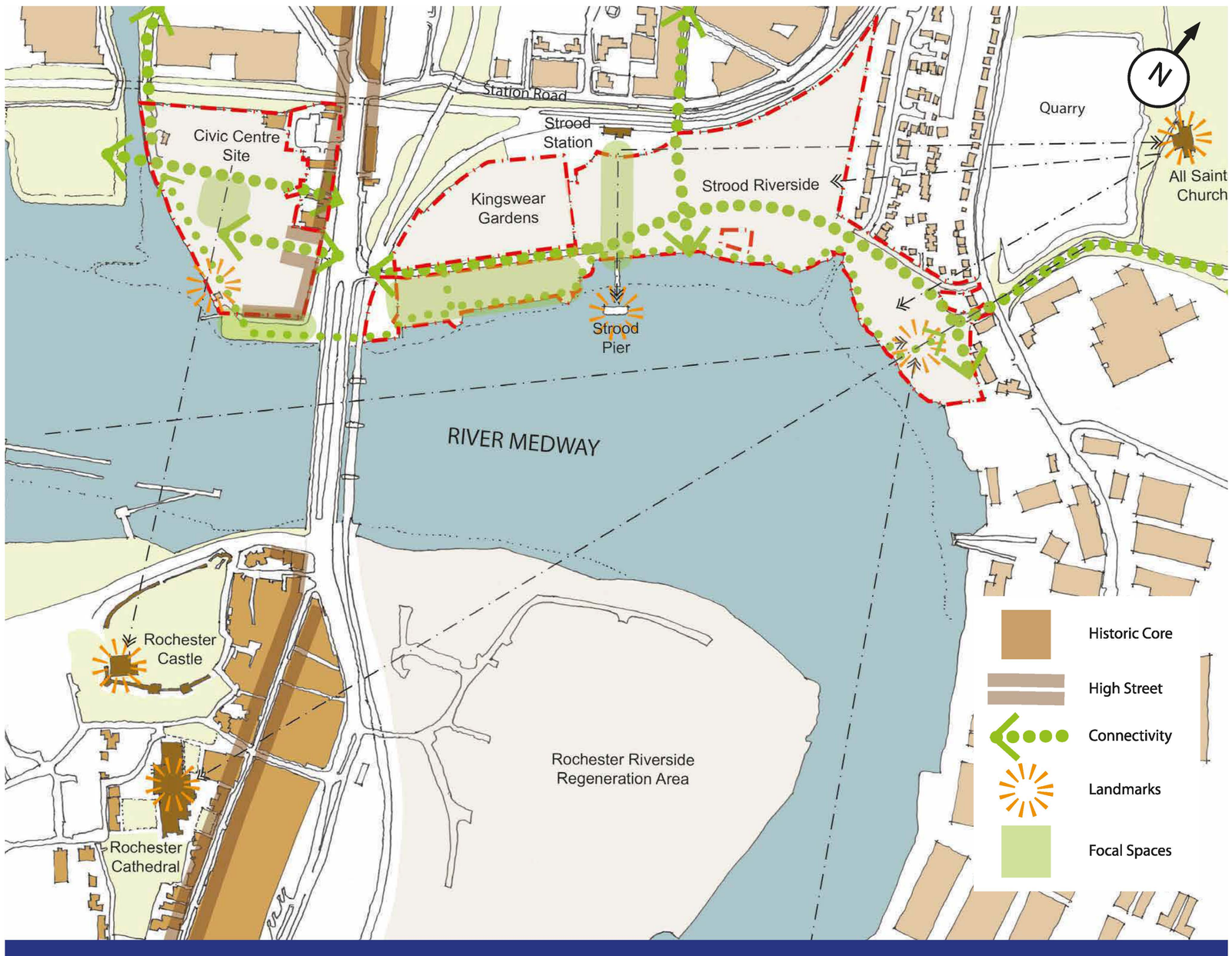
- Integrate the new community with Strood's existing community and High Street.
- Encourage sustainable travel modes that promote healthy activity and social interaction.
- Sites should create a series of distinctive character areas, each with its own sense of place and identity.
- Development should provide variety and interest, with a mix of appropriate uses, building types, landscape and architectural design.
- Provide a welcoming, attractive and safe public realm that encourages activity for all ages, providing better public access to the river.
- Establish and protect visual connections at a range of scales from the local and across the Medway (e.g. between All Saints Church and Rochester Cathedral).
- Support the health and wellbeing of residents and visitors through well designed homes, and access to green spaces.
- Be sustainable with regard to social cohesion, economic regeneration, use and reuse of resources.
- Protection and promotion of biodiversity, and minimising energy usage and carbon emissions.
- Development of up to 12 storeys will sit within the 'bowl' of surrounding hills without intruding into the natural ridge line in key views.



Site Section between All Saints Church and Rochester Cathedral indicating maximum height and massing at north end of Riverside site - shown in red.

Site	Residential	Shops	Employment	Public Open Space
Former Civic Centre	✓	✓ Only as continuation of existing ground floor retail parade along west side of High Street. consideration of commercial uses, e.g. hotel and associated restaurant and bar, and commercial uses along the waterfront.	✓ Includes retention of existing CCTV and Ambulance Service crew facilities. Hotel.	✓
Kingswear Gardens	✓	✗	✗	✓
Watermill Wharf	✗	✗	Business space only.	✓
Watermill Gardens	✗	✗ A small café or beverage kiosk could be included as ancillary to open space usage.	✗	✓
Strood Riverside	✓	✗	✗	✓

Mix of Land Uses



Strood Waterfront Design Principles

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4 ILLUSTRATIVE MASTERPLAN

Have your say!

WHY HAVE WE PREPARED AN ILLUSTRATIVE MASTERPLAN?

An Illustrative Masterplan has been prepared to test our assumptions in respect of:

- ***How many homes and other uses can be accomodated?***
- ***How much car parking can be included?***
- ***How high should buildings be?***
- ***How much open space can be provided on site and how much will be needed elsewhere?***
- ***Will the Council's aspirations be commercially realistic and attract investment?***

The Illustrative Masterplan shows just one possible way that development based on the planning and design principles set out in the Development Brief might be delivered at Strood Waterfront. The Development Brief will be used to guide developers' ideas for what actually gets built.

WHAT DESIGN APPROACH DOES THE ILLUSTRATIVE MASTERPLAN SUGGEST?

The Illustrative Masterplan would be delivered in phases, each with a distinct character.

This will create a coherent view of the waterfront when viewed from Rochester as well as longer views up and down the Medway.

A mix of 4-11 storey apartment buildings and two and three-storey town houses sit along more intimate pedestrian priority lanes, residents' parking is mostly kept out of view.

The majority of homes have views of either the water or landscaped spaces.

The Illustrative Masterplan includes new open spaces, which can include provision for children's play and be designed to accommodate sustainable urban drainage systems.

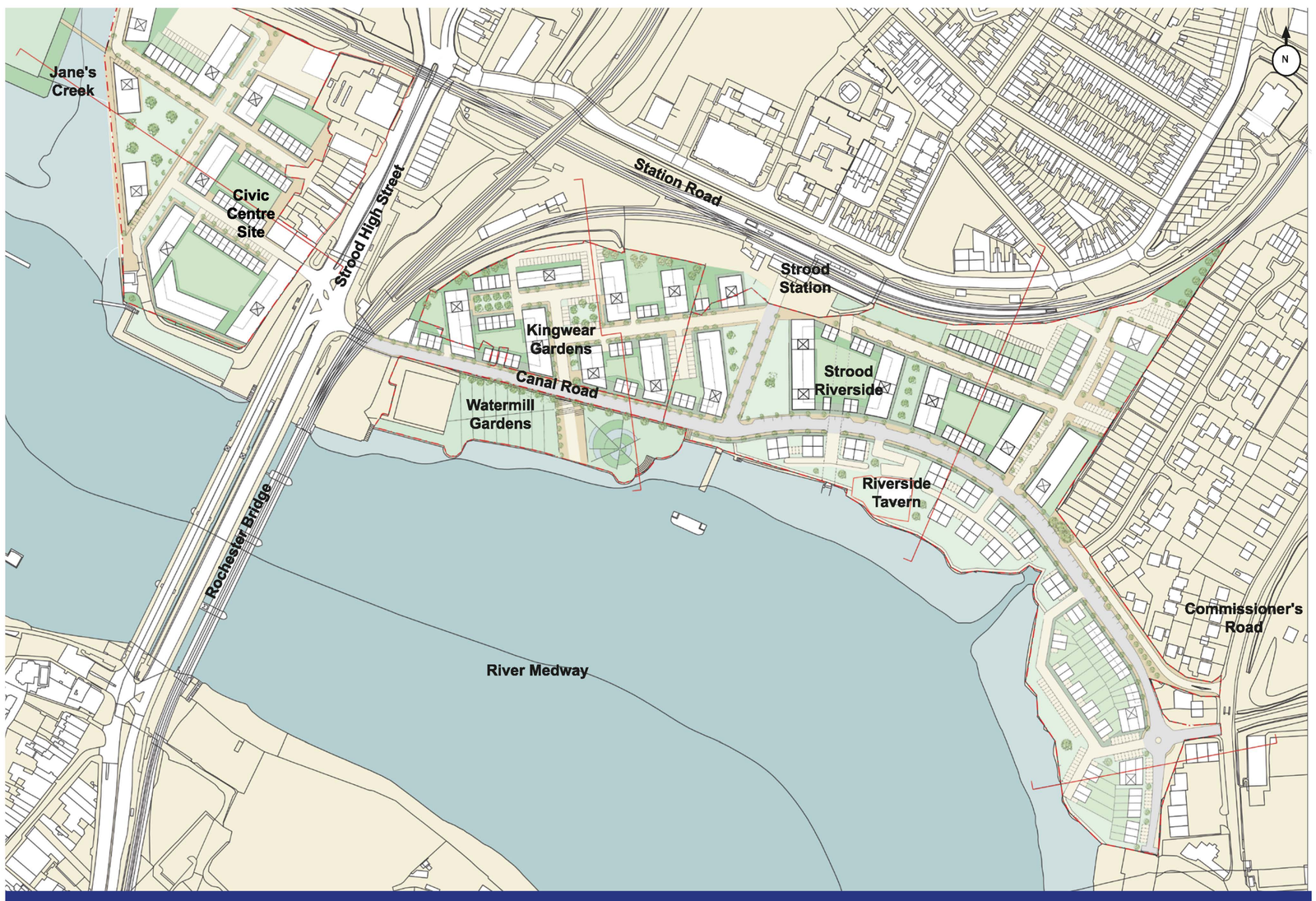
All homes benefit from private open space in the form of gardens, terraces or balconies.

MAKING A PLACE THAT IS EASIER TO GET AROUND

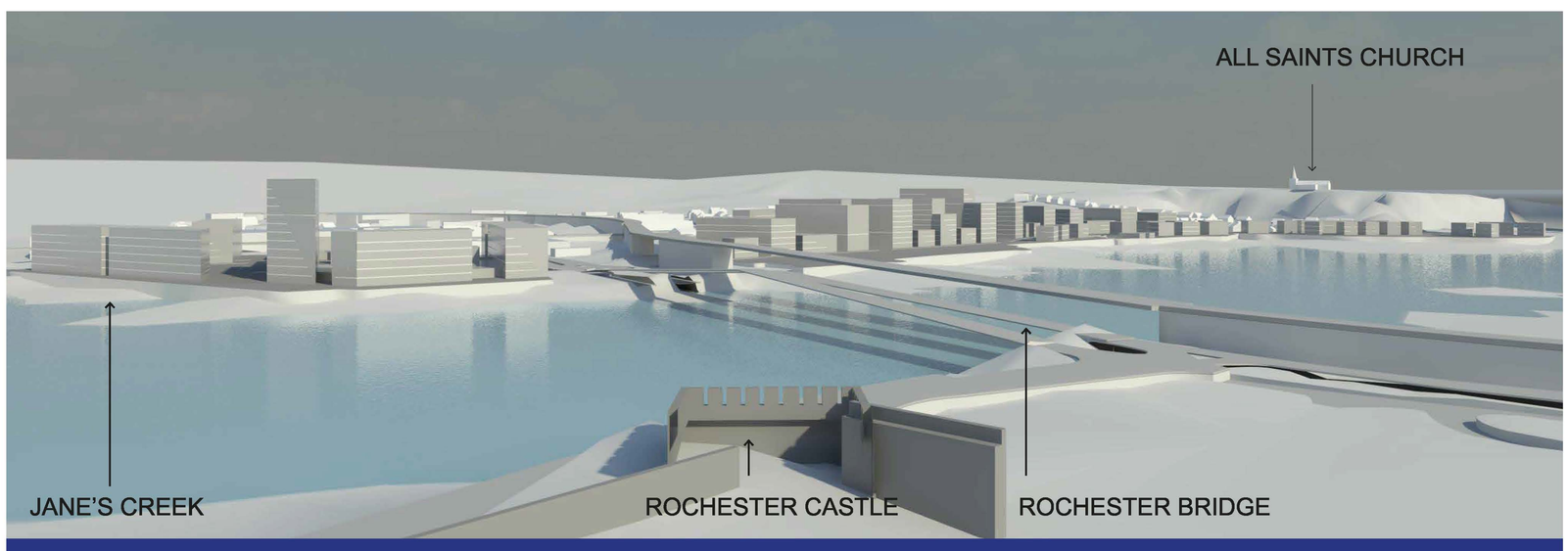
The Waterfront will have a network of pathways and cycle routes linking new and existing open spaces to provide easy, attractive active ways to get around.

- Active travel is to take priority through new and improved walking and cycling routes including routes to rail and bus services and Strood town centre.
- Canal Road will become an attractive, tree-lined main street for the area with numerous views to and across the river. Through-routing of motor vehicles will be constrained and street design will reflect the road's function for local access.
- Existing walking routes will be upgraded.
- Review of junction design and traffic light phasing on surrounding streets.
- Restrict residents' car parking, and include car club and bike hire schemes.

Former Civic Centre Site Section



Illustrative Masterplan



Massing Study - View from Rochester Castle

Map 9: Illustrative Amenity Space Provision

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5 WHAT NEXT?

Have your say!

THE CONSULTATION

Consultation runs from 4 December 2017 - 5pm 29th January 2018

Comments can be submitted online at medway.gov.uk/stroodwaterfront

Alternatively you can collect a copy of the questionnaire from Medway Council offices at Gun Wharf and Strood Community Hub.

MORE INFORMATION

We will be holding Strood Waterfront consultation events to give you the opportunity to meet our team and ask questions about our proposals for Strood Waterfront.

The consultation events will take place at Strood Community Hub, 133 High Street, Strood, ME2 4TJ on:

11 January 2018 - 3.00 pm to 7.30 pm.
and
20 January 2018 - 11.00 am to 1.00 pm.

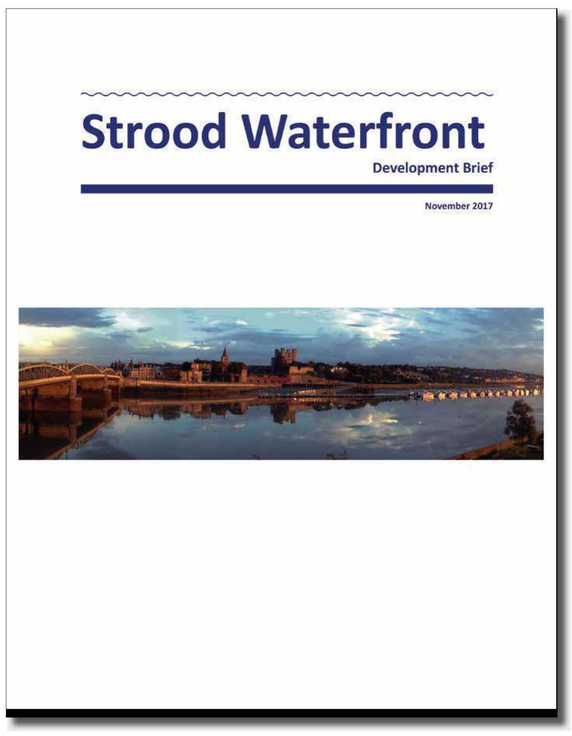
You can download a copy of the draft Strood Waterfront Development Brief from our website at www.medway.gov.uk/stroodwaterfront

This information can be made available in other formats, please phone 01634 333333.

If you have any questions about this consultation and you want to speak to someone in your own language please phone 01634 335577.

TAKE PART IN THE CONSULTATION

Medway Council wants to hear your opinion on the proposals for Strood Waterfront.



Public consultation

Make changes to the draft Development Brief

Cabinet approval to adopt the Development Brief

Development Brief becomes a Supple-mentary Planning Document (SPD)

WHAT HAPPENS NEXT

Following the end of the consultation Medway Council will carefully consider all comments made. A summary will be published outlining the comments and actions taken.

The Development Brief will take on board comments and will be submitted back to Cabinet Summer 2018 to seek approval for adoption.

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6 PROGRESS

Have your say!

WE ARE ALREADING MAKING PROGRESS

Innovation Studios Strood is new accommodation for businesses that has recently been completed at Watermill Wharf. The site has 15 office units and 18 storage units aimed at local small and medium sized enterprises (SMEs) and start up businesses.

Planning permission has been granted and Medway is investing in flood risk mitigation measures for the former Civic Centre and Strood Riverside sites. Currently these sites are at significant risk of tidal flooding.

- ***The flood defences will protect the sites to a 1 in 200 year event, enabling the sites to be brought forward for residential-led, mixed-use regeneration.***

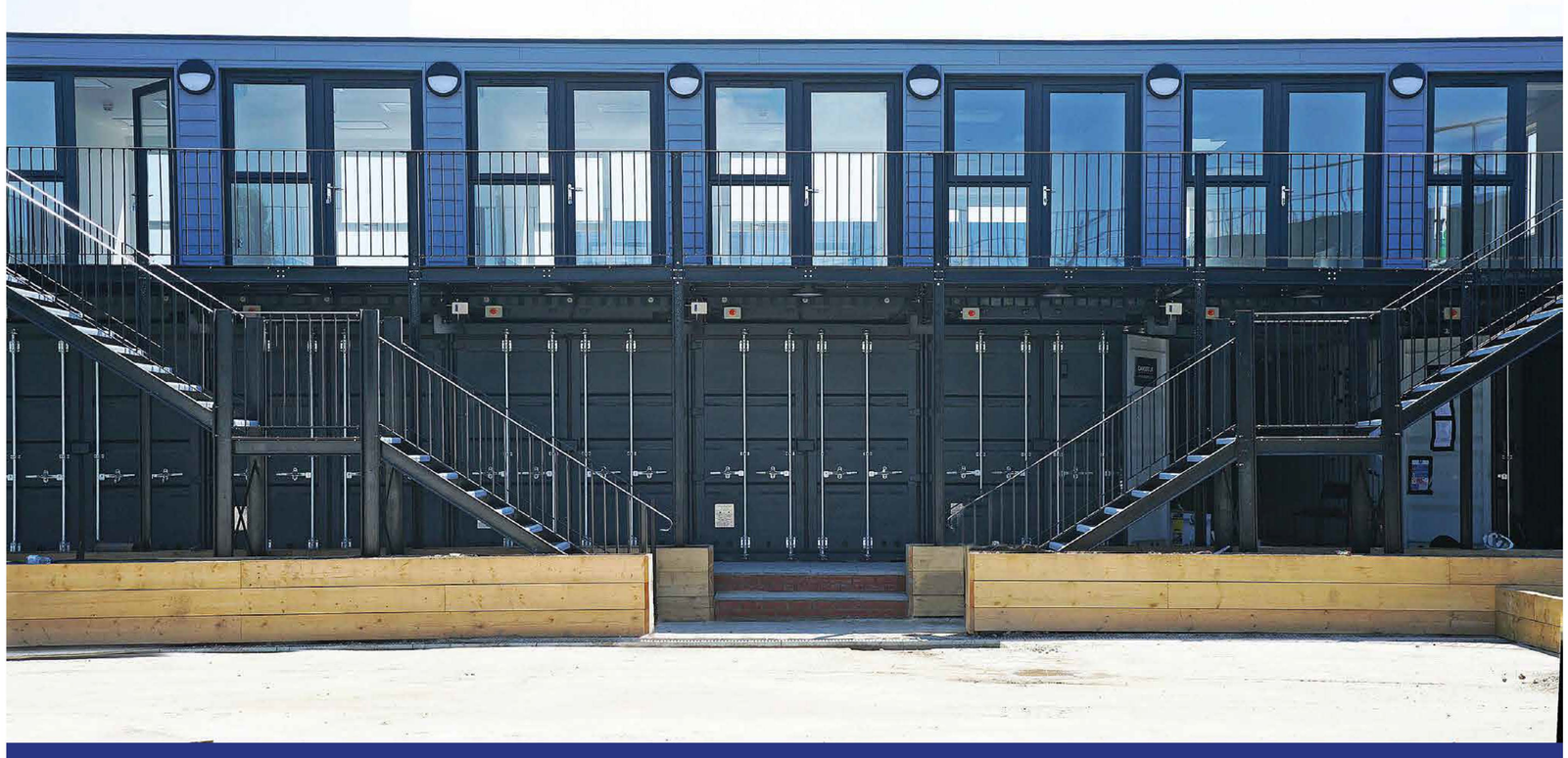
- ***The flood mitigation works will consist of sheet piling, behind the existing river wall and land raising of approximately 2m across the sites.***

- ***As part of the flood mitigation works Canal Road and Station Approach road will be realigned, maximising the river frontage for leisure and residential development.***

- ***Flood risk mitigation works will start early in 2018.***

This work is an essential first step to prepare the sites for new development and ultimately to realise our vision for Strood Waterfront.

Medway Council is working in partnership with South Eastern to deliver a new train station for Strood, with customers at the heart of the new design. The station is due to open in December 2017.



Innovation Studios Strood at Watermill Wharf

Flood Defence Proposals for the Strood Riverside and Former Civic Centre Sites

New station building for Strood railway station

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